

448

DISPATCH

CLASSIFICATION

SECRET

PROCESSING ACTION

TO

Chief of Station, Santiago

XX

MARKED FOR INDEXING

INFO.

NO INDEXING REQUIRED

FROM

Chief, WHD

SANTIAGO, CHILE

ONLY QUALIFIED DESK
CAN JUDGE INDEXING

MICROFILM

SUBJECT

Developments in Chilean Communications Media

DEC 23 1970

ACTION REQUIRED - REFERENCES

1. Forwarded as per your request are [REDACTED] comments.

2. The report is well-done and useful in establishing an overall view of the Chilean mass communications media situation as of early November 1970. However, as of early December 1970 there is some indication that with or without President Allende's concurrence members of the PCCh holding patronage positions in the ministries concerned with labor, taxation and social security are beginning to bring pressure to bear on newspapers under Christian Democratic control. It is to be assumed that similar pressures will be brought to bear by the PCCh on PDC-controlled book and magazine publishing houses and radio stations.

3. In the field of radio broadcasting, it is technically possible for the Allende government to amalgamate competing bankrupt radio stations, roping several rural stations to a primary UP controlled transmitter as simple relay Stations. Theoretically this would result in unemployment of news and station administrative personnel, but would hardly affect engineering and blue collar workers. Under the amalgamation system, the Allende government could eventually reduce the number of truly independent stations to perhaps 50 without having to close down a single station. This procedure would be the natural alternative to simply allowing the stations to

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Attachment:

Comments, as described, h/w

Distribution:

3 - COS, Santiago, w/att

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July 2000

CROSS REFERENCE TO

DISPATCH SYMBOL AND NUMBER

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18 DEC 1970

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CONTINUATION OF
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close down through bankruptcy, assuming that during the coming 12 months the number of potential radio station buyers will dwindle to almost none.

4. Rapidly declining economy in 1971 could force an even reluctant Allende to take measures to bolster (and therefore control) the Chilean media industry if it appears that a sizeable portion of the industry will be wiped out by advertising revenue falling below operating costs.